

PROJECT NUMBER : 8101
PROJECT TITLE : Cigarette Testing Services
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I. MARKET ACTIVITY

- A. **Objective:** To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. **Results:**

Domestic

Philip Morris is marketing Marlboro 83 (Box) in Fargo and Duluth. The filter length increased by 2 mm (19 to 21 mm). This product delivers 16 mg/cigt. tar and 1.0 mg/cigt. nicotine.

International

Stingray King Size cigarettes were introduced in Japan in January by Japan Tobacco, Inc. This product delivers 11 mg tar and 0.9 mg nicotine. Stingray has a dual carbon on CA/CA filter. Seven rows of micromechanical perforation yield 28% ventilation. An unusual characteristic of Stingray is the presence of citrate in the cigarette paper. All Japan Tobacco, Inc. products previously tested used fumarate as the burn component in the cigarette paper. Deliveries of 10 mg tar and 0.9 mg nicotine are printed on the pack.

American Tobacco Co. began exporting American Super Lights King Size (Box) cigarettes to Japan in December. This 83 mm product has dual carbon on CA/CA filter with 33% ventilation. It delivers 11 mg tar and 0.9 mg nicotine. The soft pack version (85 mm cigarette length) of this product was introduced in Japan in 1988. Deliveries of 9 mg and 0.8 mg nicotine are printed on the box.

In December, American Tobacco Co. began exporting American Lights King Size (Box) cigarettes to Japan. This 83 mm product delivers 13 mg tar and 1.0 mg nicotine. American Lights has a dual carbon on CA/CA filter with 16% ventilation. Deliveries of 12 mg tar and 1.1 mg nicotine are printed on the box. The soft pack version (85 mm cigarette length) of this product was introduced in Japan in 1987.

First Mild King Size cigarettes, manufactured by The London Tobacco Co., England were introduced to the Japanese market in August. This 84 mm product delivers 13 mg tar and 0.7 mg nicotine. First Mild has a dual paper/CA filter (plug-space-plug) containing carbon and silicate granules. The filter is ventilated (11%). Deliveries of 11 mg tar and 0.8 mg nicotine are printed on the box.

San Chi Gold King Size cigarettes are manufactured by the Kumning Cigarette Factory, China, and were introduced in Japan in October. This 84 mm product delivers 14 mg tar and 0.6 mg nicotine. San Chi Gold has a dual carbon on

paper/CA filter with no ventilation. The blend contains no reconstituted tobacco, expanded stems or expanded tobacco. Deliveries of 12 mg tar and 0.7 mg nicotine are printed on the box.

- C. Plans: Continue to monitor cigarettes introduced in the marketplace.

II. FTC NICOTINE/WATER ANALYSIS

- A. Objective: For standardization and to improve statistical validity, the analysis of FTC nicotine and water will be converted from two pads per analysis to one pad per analysis.
- B. Results: In order to accommodate the increased sample volume as a result of this procedural change, two additional Hewlett-Packard 5890 gas chromatographs and two additional Gilson dispensing/transfer stations have been ordered.
- C. Plans: This procedural change is targeted for July, 1991.

III. SMOKING MACHINE EVALUATION

- A. Objective: To evaluate smoking machine puff profiles.
- B. Results: Filtrona has been contracted to perform puff profile analysis on individual ports of all smoking machines in the Division. This work is now in progress and will take approximately one week to complete. Thus far, some problems such as timing and gear slippage have been identified.
- C. Plans: To include profile analysis as a regular feature of smoking machine maintenance. Discussions are on-going with QA regarding the purchase of a profile analyzer.